

**Name:** \_\_\_\_\_

**Team Friedrich – New Advisor Action Plan**

2 Teams we coach and mentor:

1. **“Retail Team”**: These are our team members who are mainly interested in the wholesale discount prices and may on occasion share the products with their friends or family.\* This team accounts for 20% of our dedicated time and mentoring.

*\*possible income opportunity (based on 5-10 hrs of work each week) = \$1,000/mo.*

2. **“Business Builder Team”**: These are our team members who want to move fast and have a greater need for income and who are REALLY serious about making money.\* This team will be expected to be in communication with us several times throughout the week, attending at least 2 mixers a month, attending all the larger events including Business Opportunity Meetings and Success School. We spend 80% of our time with this team.

*\*Possible income opportunity (based on 10 -25 hrs of work each week) = \$10,000/mo. - unlimited.*

**Why am I doing AdvoCare?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## What's Next?

1. What is your clearly defined purpose for doing AdvoCare?

➤ \_\_\_\_\_

2. Write down the top 10 people in your mind that you want to share AdvoCare with first.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

3. Circle the top 3. Why do they come to your mind?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. Within the next 24 hours can we set up an appointment with them?

5. Are you willing to follow the success system? (3 way conference calls, 2:1 appointments, inviting prospects to mixers and events)

6. What are you willing to sacrifice other than God, family, and current profession(s) in order for this business to work?

7. Are you willing to make a minimum 2 year commitment to yourself to build this business?

8. How much money do you want to make in the next...

- 30 Days? \_\_\_\_\_
- 90 Days? \_\_\_\_\_
- 12 Mos? \_\_\_\_\_
- 2 Years? \_\_\_\_\_
- 3 Years? \_\_\_\_\_

9. Package your story...

a. Your story is one of you most valuable assets, develop it and practice it. Have your sponsor/up line construct your story.

b. There are 4 components to your story:

1. Where I was (in life)...\_\_\_\_\_
2. What I did...\_\_\_\_\_
3. Where I am...\_\_\_\_\_
4. Where I'm going...\_\_\_\_\_

**WAS**

**DID**

**AM**

**GOING**

*-Drinking soda*

*-Replaced soda/coffee w/ Spark*

*-Dropped 17lbs*

*-Dropping another 20lbs*

*-40lbs overweight*

*-Did the 24 Day challenge program*

*-Took 5 mins off my 5k*

*-running a marathon*

*-Low energy*

*-Went to a mixer & got on products*

*-got 10 people started*

*-Building my team*

*-\$25k in CC debt*

*-Did an Advisor order*

*-Earned \$600 in 2 weeks*

*-\$5k/mo. by end of year*

*-Never saw family*

*-Immediately began sharing Advocare*

*-Avg. \$4k/mo. last 3 mos.*

*-Helping 3 earn \$5k/mo.*

**Key points when sharing your story with friends, family or co-workers:**

1. 45 seconds to 2 minutes (MAX).
2. The more you tell it the better you get
3. Stick to the meat and leave out the FLUFF (example – leave out words like “you need to get on these products because they are AWESOME!”)
4. Leave out the AdvoCare lingo – “Sponsor, up line, etc.”
5. Do not make medical claims
6. Smile, even when you’re on the phone

Sample word choices for setting the appointment (after you've caught up with the person and then shared your story) with friends, family or co-workers:

*"Sara, I need a favor...I'm hoping you can set aside a little time for me to come visit you. I'd like to show you what I'm doing. We're operate a business from home called, AdvoCare and it's based on referrals and I'd like to show you what I'm doing so that if you know someone it might be a fit for that you'd send them my way. It may or may not be for you, but at least you'll know what I'm up to. Do you have your calendar handy? By the way, my friend Mike will be with me if that's ok. He's had a lot of success in helping us get started and can share certain components a bit better than me at this point. Don't worry, he's not pushy, he's cool, you'll like him."*

*"I just started the 24 Day challenge and I have lost 4 pounds and I feel amazing and I want you to hear Advocare the way I heard about Advocare – my friend Janelle will design a program for your fitness goals and budget are you available to talk?"*

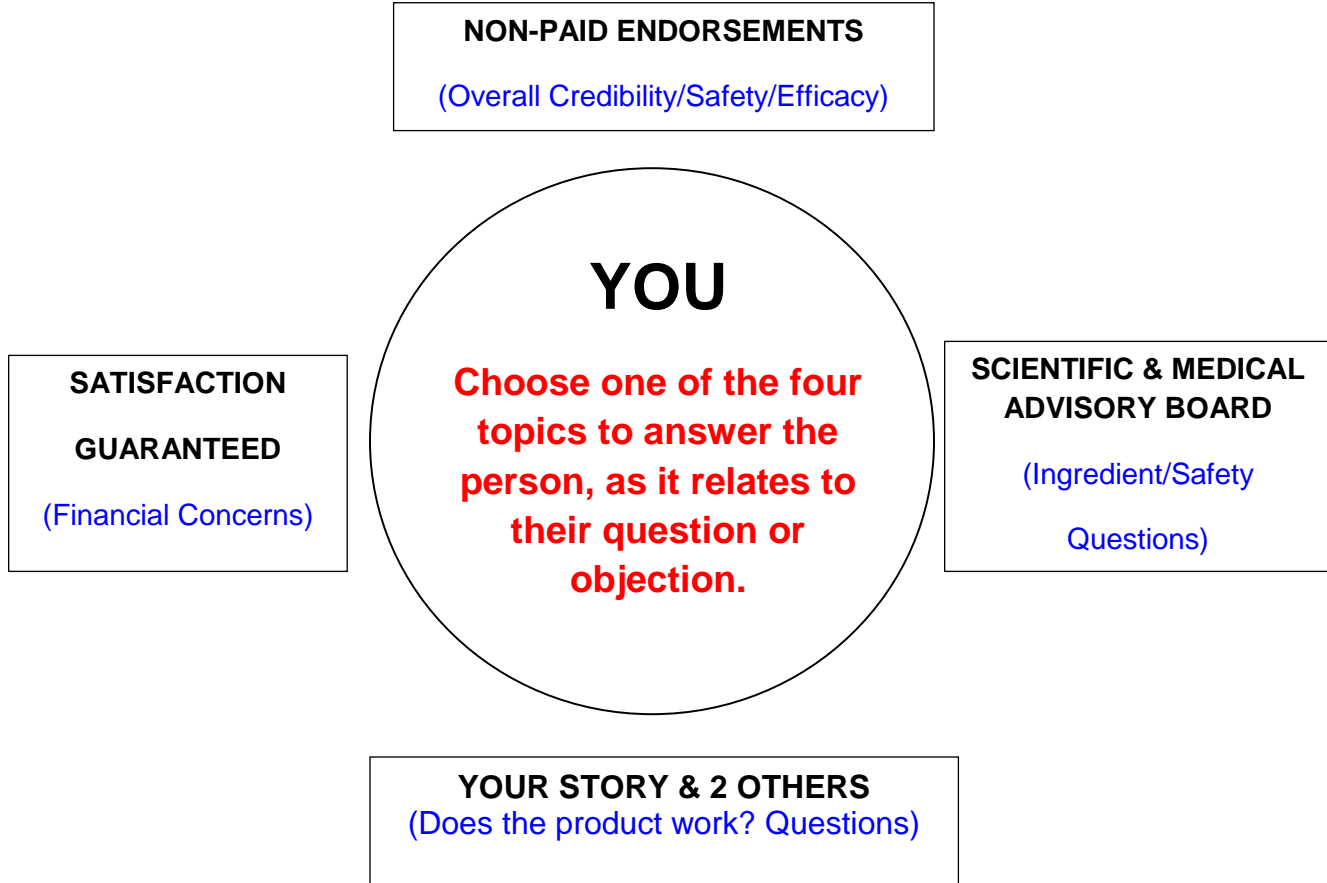
# THE BULLETPROOF SHIELD



## Your Strategy for Handling Obstacles, Ingredient Questions and Skeptical Comments

Q: [Insert a question/objection that someone might bring to you.]

A: "I don't know a whole lot about that, but what I do know is..."



Golden Rule: Do not leave the Bulletproof Shield depicted here. Ingredients, other companies, and all other topics lure you out of your area of strength, and you miss any chance you have to sell the product or the opportunity. All these discussions lead to opinionated arguments, in which the customer or prospect always wins. No one needs to be convinced. Nobody is asking the grocery store manager for research on all of the products that they are throwing in to their grocery baskets. Stick to these four topics only – all of the answers are there.

You sell the products and the opportunity with the heart and the eyes, not extensive knowledge.

### **Example:**

**Prospect:** "I don't like XYZ ingredient. My aunt said it wasn't good for you."

**You:** "I don't know a whole lot about XYZ ingredient, but what I do know is that Dr. Hackman is a Nutrition Research Professor at UC Davis and also one of the primary formulators of our products. UC Davis is considered to be the 'Harvard of Nutrition,' so I know he wouldn't risk his reputation and position at UC Davis by putting unsafe ingredients in our products." (In this case, you chose to reply using the SCI/MED BOARD. The key is to study the credentials of the doctors.)